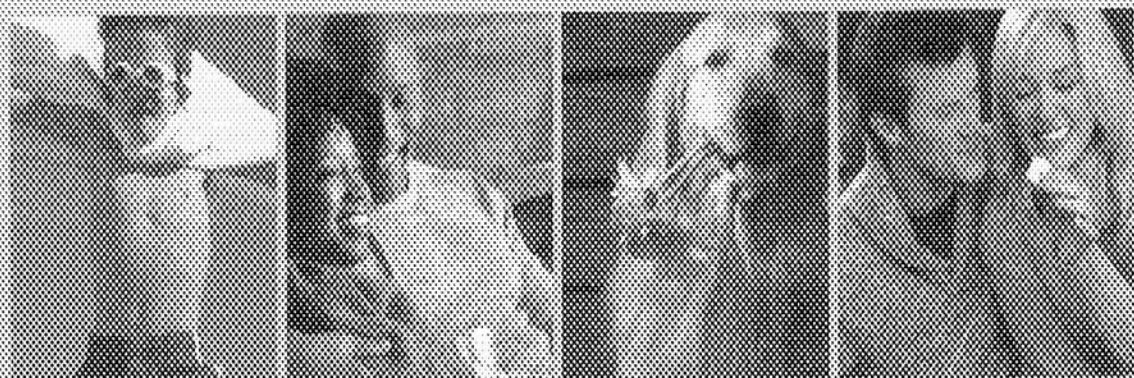


Hallmark Channels



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Technical

Hallmark Channel Hallmark Movie Channel

SATELLITE AMC-11
VERTICAL POLARITY
Platform Scientific Atlanta PowerVu

AUTHORIZATION CENTER 720.554.1900
Email: hctech@hallmarkchannel.com
Scientific Atlanta Support 888.949.4786

Specification

Location: 131° W
Transponder: 5
Downlink Frequency: 3.8 GHz
L-Band: 1350.0 MHz
Symbol Rate: 29.2 Ms/s
FEC: 3/4
Network ID: 1

Virtual Channel Assignments

11 Hallmark East
21 Hallmark West
31 Hallmark Movie
111 Hallmark East – AC3
121 Hallmark West – AC3
131 Hallmark Movie – AC3

Local Avail

Local Avail with 8 sec pre-roll
DTMF Tones on audio 2, left
925 * on, # off

Triggers

1 Start
2 Stop
SCTE 35 (DPI)

	East	West	Movie
Video	1260	1160	1360
VBI	1170	1270	1370
MPEG audio	1220	1120	1320
MPEG audio	1222	1122	1322
AC3 audio	1230	1330	1130
PMT	5011	5021	5031
ECM	6011	6021	6031
DPI	130	230	330



FAMILY FRIENDLY PROGRAMMING FORUM

AN INITIATIVE OF AMERICAN ADVERTISERS TO ENCOURAGE MORE TV PROGRAMS
DURING PRIMETIME HOURS THAT CHILDREN AND ADULTS CAN ENJOY TOGETHER

Everybody Hates Chris



Deal or No Deal

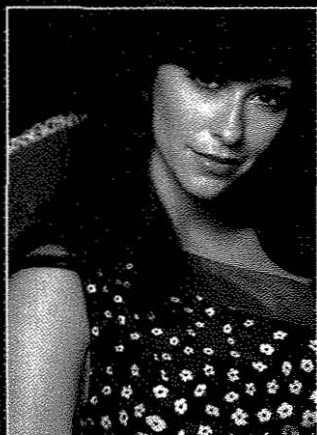
Monk



Friday Night Lights




Ghost Whisperer



PRESENTED BY


Hallmark
CHANNEL



H

is for
highly loyal



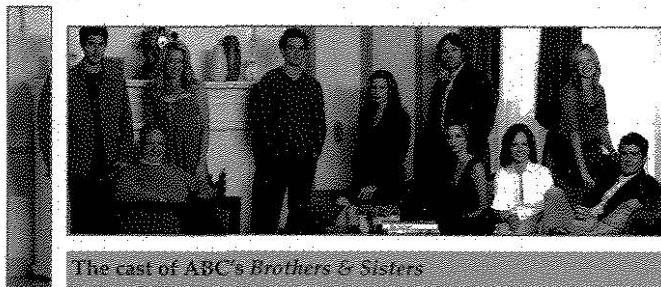
Our loyal audience is passionate, connected, committed and engaged with our brand, and with yours, when you advertise here. Available in nearly 80 million homes, Hallmark Channel lets you enjoy built-in loyalty for your business with one of the most trusted and recognized brand names in the world. Hallmark Channel. Positively Engaging.



The Family Friendly Programming Forum Ensures That the TV Room Is the Family Room

With 10 years under its belt, the Family Friendly Programming Forum (FFPF) is a group of over 40 major national advertisers – all members of the Association of National Advertisers (ANA) – who work behind the scenes with the Hollywood community to ensure that family friendly programming options are made available on prime-time television.

Family friendly programming, as defined by the group, is not “sugar-coated,” as one might think. FFPF-funded shows are recognized as programming that engages today’s audience, reflects diversity, has cross-generational appeal, depicts real-life situations and embodies responsible resolutions for life’s issues.



The cast of ABC's *Brothers & Sisters*

The FFPF members represent some of the most trusted brands and companies in America, whose advertising budgets represent over 30 percent of all national television advertising. Alone, each of these companies has significant industry clout, but together,

they are in an extremely unique position to implement positive changes in the industry.

The first major initiative of the group, started in 2000, was the Script Development Fund, which provides seed money to develop promising new family-oriented shows. The first show to come out of this initiative was the successful and still-running *Gilmore Girls* (The CW).

Soon after, every broadcast network joined the Forum, resulting in the development of many beloved shows, including: *American Dreams* (NBC), *8 Simple Rules* (ABC), *Everybody Hates Chris* (The CW), *Ugly Betty* (ABC), *Notes from the Underbelly* (ABC), *Brothers & Sisters* (ABC) and *Friday Night Lights* (NBC).

Each year, more companies join to help further the mission and initiatives of the organization – namely, to support and promote the development and scheduling of “family friendly” television across all programming genres that are aired during primetime, when children and adults in a household are most likely to watch television together.

In 1999, the group launched its annual Family Television Awards, which honor the people in front of and behind the scenes of the best family friendly programming on television. The awards, held in Beverly Hills, are produced by Dick Clark Productions and have aired on CBS (2000, 2001), ABC (2002), The WB (2003, 2004, 2005) and The CW (2006).

In 2000, the FFPF started its Scholarship Fund to support students interested in developing family friendly programming and to develop scripts with family friendly themes. To date, the FFPF has awarded 43 scholarships, including internships at many of the networks.

The most recent initiative launched by the FFPF in 2003 is its annual symposium, which is jointly sponsored by the National Council for Families and Television. The event takes place in Los Angeles on the eve of the Family Television Awards and is designed to communicate and promote dialogue about the need for family-oriented programs among the very people responsible for bringing television shows to air – network executives, writers and producers.

Not only is family friendly programming good for audiences of all ages, it’s good for business – and the FFPF has the track record to prove it. The FFPF has more than quadrupled its membership since its founding. In addition, it has funded 19 shows through the Script Development Fund Initiative, which have aired on almost every major broadcast network.

This special section offers the FFPF an opportunity to look back on its accomplishments in 2006, as well as celebrate and honor the very best in family programming today.

FFPF Executive Committee Members

FFPF Chair Pat Gentile
The Procter & Gamble Company

FFPF Chair Kaki Hinton
formerly of Pfizer Consumer Healthcare

FFPF Chair Carole Millsaps
FedEx Services

Barbara Bacci Mirque
ANA

Bill Cella
Draft FCB

Andy Jung
The Kellogg Company

Patty Kerr
Marc Goldstein
MindShare Worldwide

Christine Meringolo
Schering-Plough Corporation

Christi Korzekwa
The Home Depot, Inc.

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Verizon Communications



Executive Vice President, Sales
WRIGHT FERGUSON, JR.

Project Manager
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Account Manager
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Marketing Services Director
ROBERT KUWADA

Editorial & Design Services By

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Custom Publishing Council



Family Friendly Programming Forum Overview

In 1999, the Family Friendly Programming Forum sought to do some small good. Today, it's enjoying a huge success – not just in membership, influence and clout but also in the real bottom line of any television venture: enormous ratings success.

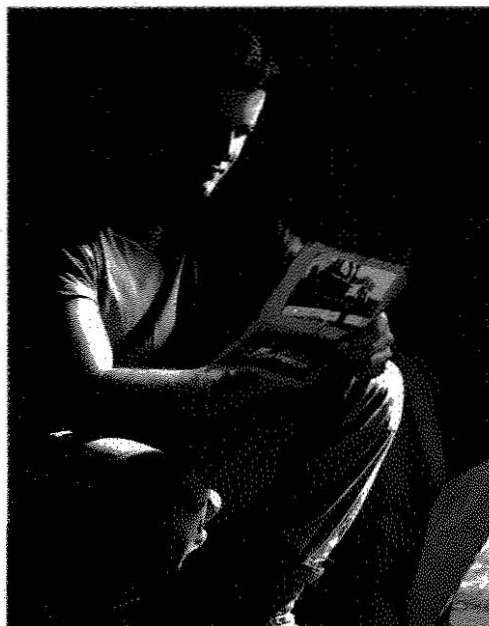
Ugly Betty, nourished by FFPF dollars from the very start, is this season's breakout hit. Nominated for eight major awards so far, the show has already won two Golden Globes (Best Television Series, Best Actor in a Comedy Series), the Directors Guild Award (Outstanding Directorial Achievement), the Satellite Award (Best Actor in a Supporting Role, Tony Plano) and the Screen Actors Guild Award (Outstanding Performance by a Female Actor in a Comedy Series, won by the series' star, America Ferrera).

Along with *Betty*, several other scripts originally funded and supported via the FFPF Script Development Fund are also doing very well this season, including *Brothers & Sisters* and *Friday Night Lights*.

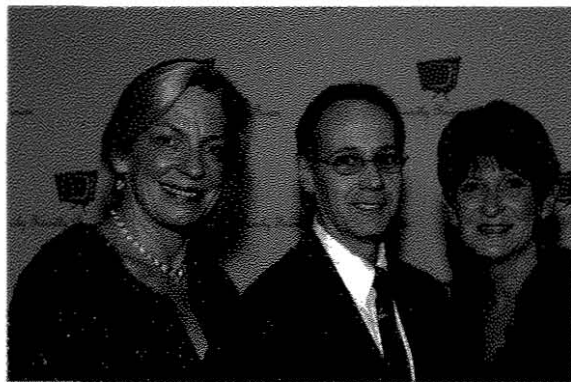
Kaki Hinton, co-chair, Family Friendly Programming Forum and previously vice president, advertising services for Pfizer Consumer Healthcare – and one of the original FFPF members – makes no small bones about the journey involved.



America Ferrera of the 2006 Family Television Award-winning Best New Series *Ugly Betty*.



In *The Christmas Card*, John Newton plays Cody Cullen, a soldier serving in Afghanistan who is deeply touched when he receives a homemade Christmas card simply addressed to "a member of the U.S. Army." Upon his discharge, he decides to meet the sender and say thank you in person. What he finds is totally unexpected.



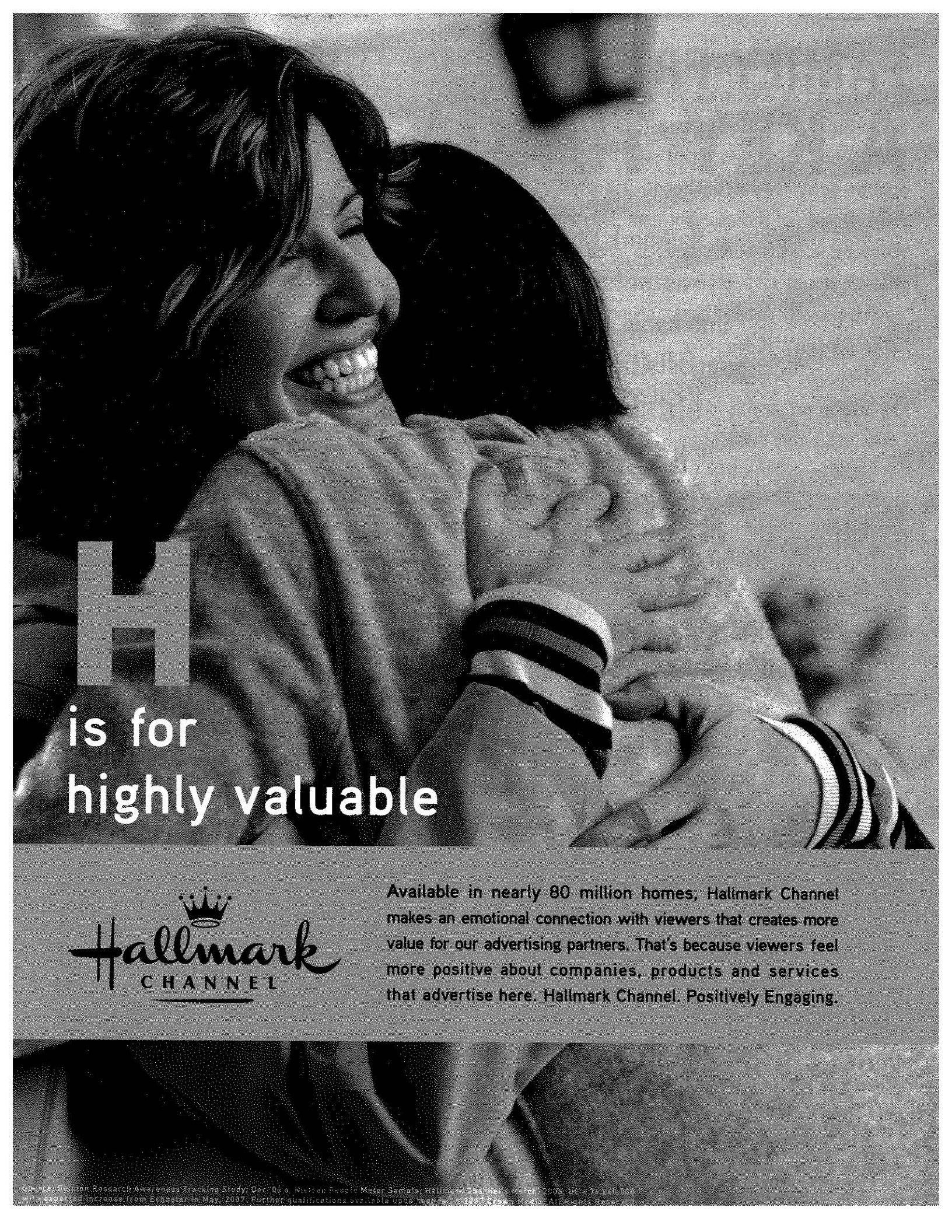
The Family Friendly Programming Forum, an initiative of the Association of National Advertisers, hosted this year's Family Television Awards. (Left to right) FFPF Chairs Kaki Hinton, Pfizer Consumer Healthcare; Pat Gentile, Procter & Gamble; and Carole Millsaps, FedEx Services.

"'Family friendly' is now mainstream," Hinton notes, "and becoming more so. Nobody thought we could do it, but we did."

Hinton cites two major reasons the Forum currently enjoys the support it does: It redefined its own definition of "family friendly programming" and it put lots of money behind it.

"We're not about *Leave It to Beaver*-type scripts," Hinton explains. "When we first began, we never had a written definition. We just talked about 'family friendly.' But in 2003, we realized the Hollywood community viewed us as wanting something totally saccharine, which was a total misperception. We realized we needed to let Hollywood know that we wanted family friendly programming that was relevant, that dealt with real-life issues."

Indeed, from the beginning, its first show and first hit, *Gilmore Girls*, never shied away from tackling tough subjects such as teenage pregnancy, drug use and sibling rivalry.

A black and white photograph of a woman with dark hair, smiling broadly and hugging a young child from behind. The child is wearing a striped long-sleeved shirt. The background is slightly blurred, showing what appears to be a home interior.

H

is for
highly valuable

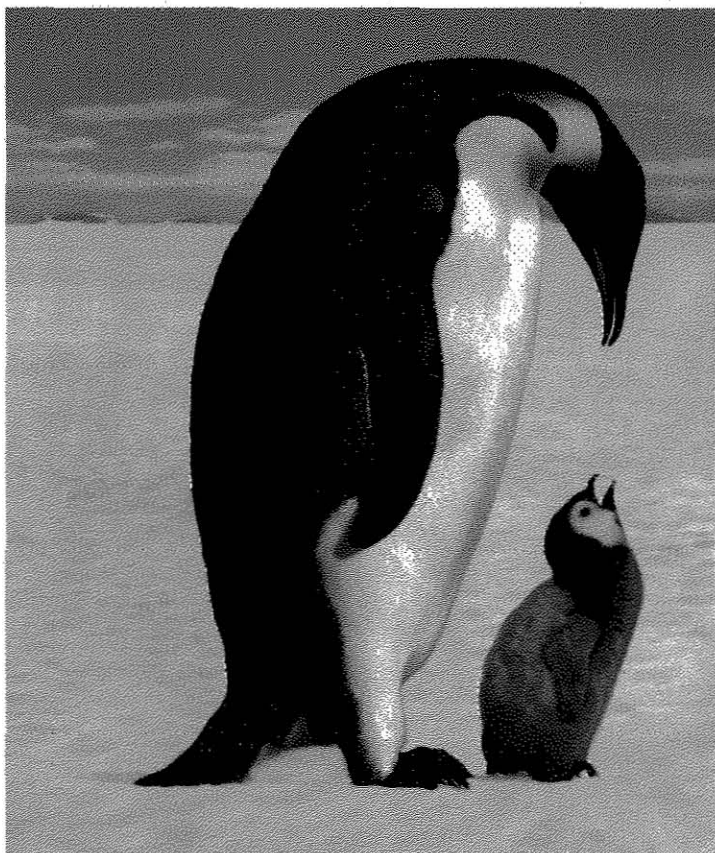


Available in nearly 80 million homes, Hallmark Channel makes an emotional connection with viewers that creates more value for our advertising partners. That's because viewers feel more positive about companies, products and services that advertise here. Hallmark Channel. Positively Engaging.

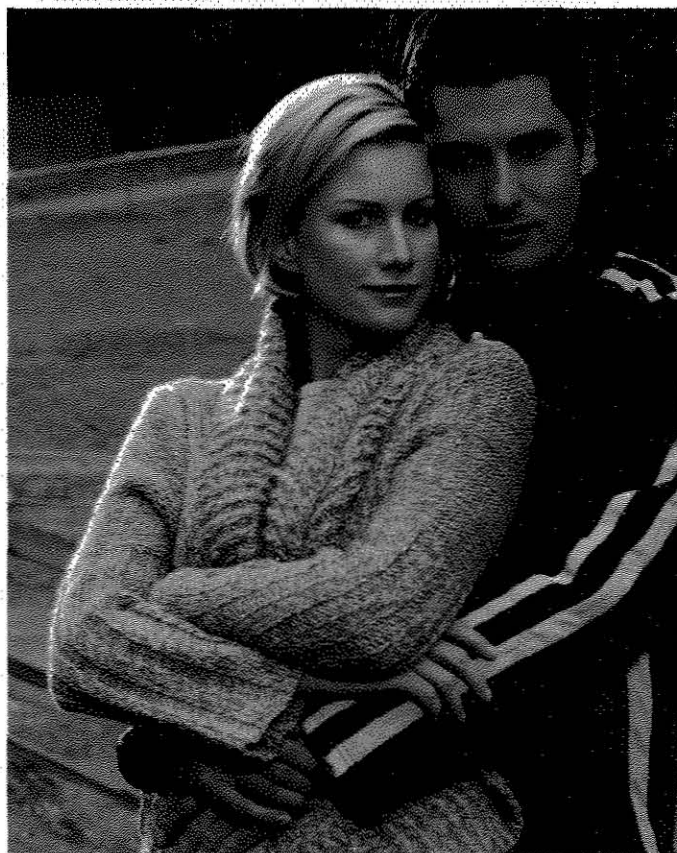
FAMILY FRIENDLY PROGRAMMING: A KEY TO SUCCESS?

Hallmark Channel's
astonishing leap
into cable's top ranks
suggests the answer is
'Yes!'

Anyone who has any doubts about the power of family friendly programming need only look at the extraordinary success of Hallmark Channel. In less than six years since launch, the network has achieved consistent top ten ratings,¹ distribution of almost 80 million,² and the highest commercial retention in cable.³ It seems we need to stop thinking of Hallmark Channel as 'the little channel that could.' Now it is the big channel that does.



Ratings keep going up, up, up... **MARCH OF THE PENGUINS** was the first of 40 Warner Bros. acquisitions that will air over three years. It drew over five million households⁴ and was the most watched cable movie of the week.⁵



THE CHRISTMAS CARD, a Hallmark Channel original movie, outdelivered 'Penguins.' It garnered a 5.4 national HH rating⁶ and was #1 for HH in its time period,⁷ besting competitors including TBS and USA Network.

¹) Nielsen Galaxy Explorer Full Year 2006 (12/26/05-12/31/06); Live HH Coverage Area Rating for Total Day & Primetime (M-Su 8p-11p); Hallmark Channel ranked against all measured ad-supported cable networks. ²) Nielsen People Meter Sample; Hallmark Channel's March, 2006 UE = 78,240,000 with expected increase from EchoStar in May, 2007. ³) Nielsen Media Research N Power; 4Q06: M-Su 8p-11p; Adult 25-54 Live National Commercial Minute Indices for Hallmark Channel vs. all ad-supported cable networks in 70+ million homes, excluding those who do not air for the entire 8p-11p time period (NICK, NAN & AD5M); Commercial minutes defined as those with 1+ seconds of commercial time



HEART OF A STRANGER, one of 24 original movies in 2007. 'We're going to be true to our mission,' says Dave Kenin, Executive Vice President, Programming, 'and continue to create movies that the entire family can watch together.'

'Some people say our movies are too sweet and sentimental,' says Henry Schleiff, President and CEO of Crown Media, which owns and operates Hallmark Channel. 'However, the ratings indicate that this network is almost alone in filling an insatiable demand – especially among Baby Boomers – for family friendly programming.' 'And,' he adds, 'Boomers control

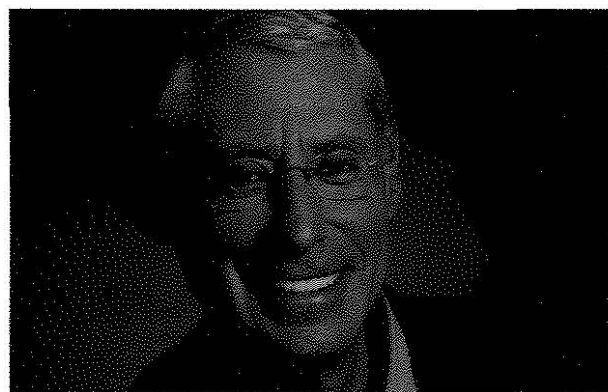
'Filling an insatiable demand.'

about 70% of this country's discretionary income. We're glad to serve them. Super serve them.'

**Adult 25-54
National Commercial Minute Indices⁸**

Network	4Q06 Index
Hallmark Channel	95.2
Cartoon Network	94.1
Lifetime TV	93.7
ABC Family	93.4
TV Land	93.1
Court TV	92.5
Home & Garden TV	92.3
USA Network	92.2
Black Entertainment TV	92.2
Sci-Fi Channel	92.1
ESPN	92.0
The Weather Channel	91.6
TBS Network	91.6
Comedy Central	91.3
Turner Network TV	91.0
A&E Network	90.7
Food Network	90.6
Animal Planet	90.4
Spike TV	89.9
Fox News Channel	89.7

Viewers' emotional connection with the programming translates into 95% retention in primetime – the highest of any cable network.



Hallmark Channel is indeed the Cinderella network of cable television. Many industry analysts would add that the magic wand is the tremendous power of family friendly programming.



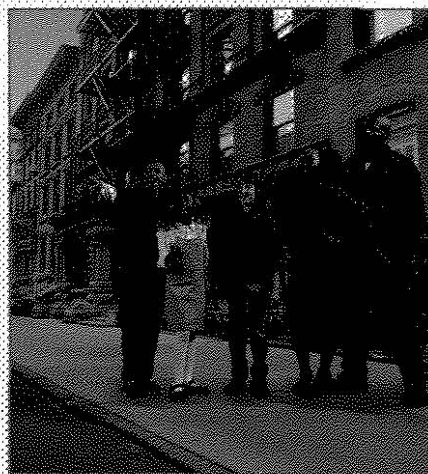
Positively Engaging

4) Nielsen N Power Live Reach & Frequency Report (11/25/06), 'March of the Penguins' Sat 9p-11p among unduplicated Households with a 6 minute qualifier. 5) Nielsen Galaxy Explorer 11/20/06-11/26/06; Based on Live Household Impressions for Hallmark Channel's 'March of the Penguins' premiere vs. movies on all measured ad-supported cable networks. 6) Nielsen Galaxy Explorer; Live 3 telecast Gross National HH Rating for 'The Christmas Card' (12/2/06 9p-11p, 11p-1a & 12/7/06 9p-11p). 7) Nielsen Galaxy Explorer; Live HH Impressions for Hallmark Channel's 'The Christmas Card' premiere (12/2/06 9p-11p) vs. competitive time period averages for all measured ad-supported cable networks. 8) Nielsen Media Research N Power; 4Q06; M-Su 8p-11p; Adult 25-54 Live National Commercial Minute Indices for Hallmark Channel vs. all ad-supported cable networks in 70+ million homes, excluding those who do not air for the entire

"It's easy for advertisers to support a show once it's a hit," Hinton adds. "It's much braver when advertisers put their money up-front and support something before it airs."

The Forum has grown from its seed group of 11 advertisers to over 43. Each contributes a minimum of \$25,000 to \$50,000 to support FFPF activities which, along with script development, includes a Student Scholarship Program, an Annual Symposium and its annual Family Television Awards.

The Script Development Fund develops scripts for primetime family viewing. Past fund-backed shows include *8 Simple Rules*, *American Dreams*, *Commander in Chief* and *Everybody Hates Chris*.



The cast of *Everybody Hates Chris*, 2006 Family Television Best Comedy.

Working with such schools as Loyola Marymount University, University of Southern California and Carnegie Mellon University, the FFPF Scholarship Fund has provided funding for 43 scholarships since its inception in 2000, and is designed to encourage students and future writers to explore family friendly programming and develop scripts with family friendly themes.

The Annual Symposium, held in Beverly Hills, engages all facets of the entertainment community – from networks to advertisers to writers and producers – in a dialogue about the business efficacy and social responsibility inherent in creating family friendly programming. Its annual Family Friendly Awards, which aired on The CW Network in 2006, honor those broadcast and cable programs exemplifying FFPF goals.

Now, according to Carole Millsaps, FFPF co-chair and media and production manager of advertising for FedEx Services, the family friendly audience as well as the Family Friendly Forum can learn about its current and upcoming activities not only from its popular television fare but also via the Internet.

Millsaps is quick to note that promoting something positive for families to view together doesn't mean forcing other fare off the air.

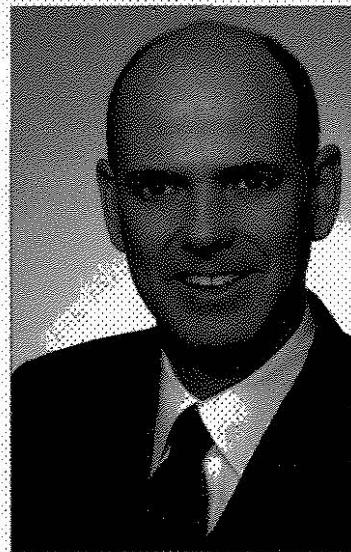
"That's not what we do," Millsaps asserts. "The Forum's network partners – and we've been partners for years – are very aware that our mission is not censorship. We want families to watch television together."

"If there are people who are passionate about what they can watch on mainstream TV, they'll get involved in helping to bring about a change," Millsaps explains. "That's what we've done, and we need more companies to get involved."

Bill Abbott, executive vice president, ad sales, Hallmark Channel, notes, "For a big part of the country, programming content really matters. That's an underreported fact. Edgy isn't always a positive." That said, Abbott delights in the growing support for family friendly fare.

"Since we offer only family friendly fare, and have done so from the start," he says, "we're up 400 percent in advertising revenues since launch." Abbott likens Hallmark's success to both the "halo" affect associated with a very wholesome consumer brand and the fact that over 43 national advertisers support it as well. "We enjoy a lot of good will and image that ultimately enhances the bottom line."

"We're very proud to be associated with the Family Friendly Programming Forum people," David Kenin, Hallmark's executive vice president of programming, adds. "You've got to take your hats off to these people. They have not only achieved admirable success professionally,



Bill Abbott, executive vice president, ad sales, Hallmark Channel.

ally, they are also responsible for bringing more variety and more quality programming to television. They recognize that audiences need more programming options that they can be comfortable watching as a family."

Family friendly programming, by its very name, seeks to create television that the whole family can watch as one. And recent research by The Procter & Gamble Company, another FFPF founding company, underscores that more families are gathering around one set to watch primetime programming than anyone ever thought.

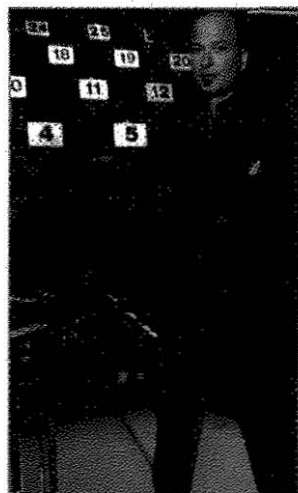


According to P&G research released at the FFPF conference, 80 percent of homes have only one set on during primetime. "This was an eye-opener," says Hinton, who admits to having five sets in her home. "The initial gut feeling, from an advertising perspective, was that everyone was watching something different on all those sets," explains Pat Gentile, FFPF co-chair and national TV programming manager, P&G. "What we found was that our research aligned with what we already know about each other: we naturally gravitate towards the company of others."

In 1999, reality TV hit households with a belly-baring, mate-swapping, anything-goes air with the debut of *Survivor*, *The Bachelor*, *Who Wants to Be a Millionaire* and many others that followed. Advertisers collectively wrung their hands, sure that quality scripted television was dead.

Bob Wehling, retired chief of global marketing for P&G, along with former Johnson & Johnson corporate vice president Andrea Alstrup, were the key founders of the Family Friendly Programming Forum eight years ago.

"They are both tremendous visionaries," Gentile says of Wehling and Alstrup. "Bob and Andrea understood you pretty much have to put your money where your mouth is." What's left to be done, Gentile adds, is growing advertiser support while launching the FFPF Web site, currently under construction.



Deal or No Deal host Howie Mandel on the set.

"Although television is our medium of choice," Gentile says, "our Web site will provide another avenue. It's foolish not to look at cyberspace to get our message across."

"Mainstream TV viewers now know there are clear, available choices for quality scripted programming that tells a story about relationships," says Laura Masse, executive vice president, mar-

keting, Hallmark Channel. "They are going to be satisfied and fulfilled." Or as Carole Millsaps points out, "When a show contains excessive violence, etc., and is not for every member of the household, the network puts a disclaimer on the show, 'Viewer Discretion Advised.' You don't see them putting 'Viewer Discretion Unnecessary' or 'We Invite the Entire Family to Watch' on shows that are family friendly. That could be an option, to help parents decide which shows they can watch together with their children."



Henry Schleiff
president, chief executive
officer, Hallmark Channel

The Hallmark Channel is a winner. Family friendly programming sells. Indeed, 2006 was the network's best year ever, as this five-year-old broke into cable's vaunted most-watched top 10 networks. This year, coming off its best January ever, the network was the sixth-highest-rated network in primetime in February, also a record for Hallmark (the

week of March 3).

Henry Schleiff, who joined the network in October as president and chief executive officer, relishes the role of head cheerleader. According to Schleiff, his job isn't to build a brand (which he did so spectacularly in a similar role at Court TV) but to take a hugely known consumer icon (4,200 Hallmark Gold Crown stores nationwide) and "shout its success in cable programming. In a world of chaos, we offer an oasis of quality and predictability," Schleiff says. Consider the numbers. Hallmark Channel closed 2006 with its highest-rated quarter (4th), highest-rated month (December), highest-rated week (Thanksgiving) and highest-rated telecast ever. Its original movie, *The Christmas Card*, scored a 4.2 HHI rating, topping a month-long success of four original holiday movies with hefty numbers, averaging 2.5 million homes. According to network research, Hallmark is up 300 percent in viewers ages 12-34 since its launch in August 2001. How does Schleiff explain the sudden, ratings-busting, appeal? "We are not sending mixed messages," Schleiff explains, noting that Hallmark fare doesn't mix a well-scripted sitcom with bug-eating, breast-baring reality fare. "Our entire line-up is built on known quality," he adds. "Today, you have less appointment viewing because nobody knows what's on the networks. With Hallmark, every night, Monday to Sunday, you know classic series such as *Little House* and *M*A*S*H* are lead-ins to a top-quality original movie every night at nine."

Hallmark is part of Project Apollo, an industry effort to gauge media usage, commercial exposure and product purchases. Its results, Schleiff insists, will underscore the value of all viewers. The long-sought-after 18-24-year-olds, he says, are all on their cell phones and iPods. Like it or not, family friendly programming is a hit because those people most likely to have created a family (men and women ages 25-54) are settling in to watch quality TV. "The ROI for advertisers is greater if they start appealing to viewers with assets," Schleiff adds, "not [just] viewers with allowances."



The eighth annual Family Television Awards Dinner was held on November 29, 2006, at the Beverly Hilton in Beverly Hills and was telecast on The CW Network on December 12. The event was attended by more than 700 guests and hosted by Stephen Collins and Haylie Duff.

The Family Television Awards are the only awards recognizing outstanding programming for family viewing. The awards are given by the members of the Family Friendly Programming Forum and selected by the members of the Association of National Advertisers. The 40-plus major national advertisers that participate in the forum are taking positive steps to increase family friendly programming choices on primetime television. Their mission is to support and promote the development of family friendly television across all genres between the hours of 8 p.m. and 10 p.m., when children and adults are most likely to watch television together.



The Family Friendly Programming Forum executive committee at the awards dinner: (Back row from left) Marc Goldstein, MindShare Worldwide; Christine Meringolo, Schering-Plough Corporation; Patty Kerr, Mindshare; Andy Jung, The Kellogg Company; Barbara Bacci Minque, ANA; Bill Cella, Draft FCB; Bob Liodice, ANA; Lynn Schiffman, Verizon Communications. (Front row from left): FFPF Chair Kaki Hinton, Pfizer Consumer Healthcare; FFPF Chair Carole Millsaps, FedEx Services; FFPF Chair Pat Gentile, The Procter & Gamble Company; Christi Korzekwa, The Home Depot, Inc.

2006 Family Television Awards honorees include:

Drama: *Numb3rs* (CBS)

Comedy: *Everybody Hates Chris* (The CW)

Reality: *Dancing with the Stars* (ABC)

Reality/Game Show Host: Howie Mandel, *Deal or No Deal* (NBC)

New Series: *Ugly Betty* (ABC)

Actor: Tony Shalhoub, *Monk* (USA)

Actress: Jennifer Love Hewitt, *Ghost Whisperer* (CBS)

TV Movie/Drama: *The Ron Clark Story* (TNT)

TV Movie/Musical: *High School Musical* (Disney Channel)



The cast of Best Drama winner (*Numb3rs*, CBS) takes the spotlight.



A crowd gathered to accept for Best New Series: (*Ugly Betty*, ABC).



Ron Clark accepts the award for Best TV Movie/Drama (*The Ron Clark Story*, TNT).



Honoree for Best Actress Jennifer Love Hewitt (*Ghost Whisperer*, CBS) arrives at the ceremony.



Emmitt Smith (*Dancing with the Stars*) accepts the award for Best Reality Show.



Tyler James Williams (*Everybody Hates Chris*) at the awards ceremony.



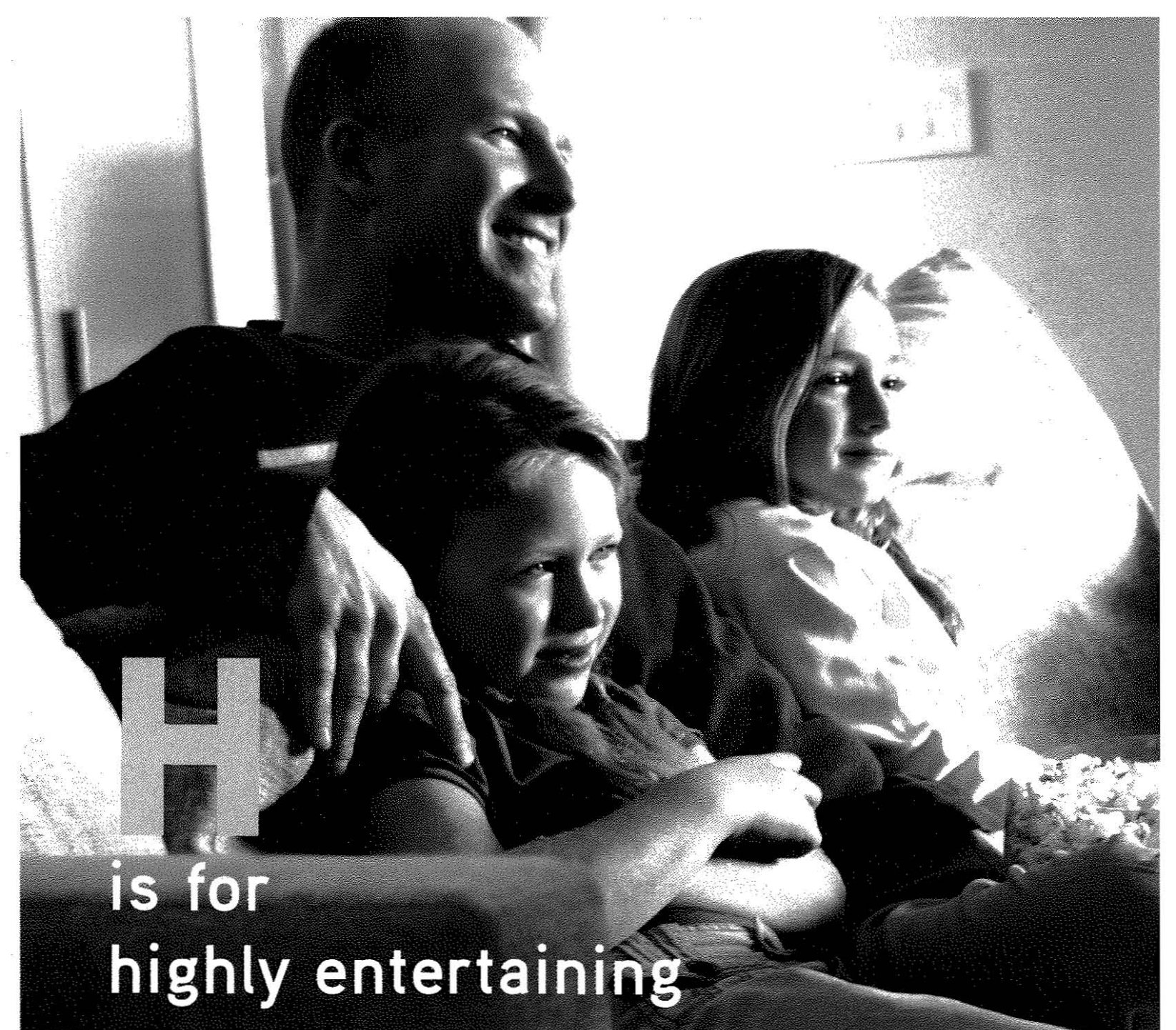
Howie Mandel (*Deal or No Deal*) accepts the award for Best Reality/Game Show Host.

FFPF Members & Member Companies

Allstate Insurance Company
American Family Insurance
BellSouth Corporation
Bristol-Myers Squibb Company
Campbell Soup Company
The Coca-Cola Company
Domino's Pizza, Inc.
Enterprise Rent-A-Car Company
FedEx Corporation
Ford Motor Company
General Mills, Inc.
General Motors Corporation
GlaxoSmithKline
Hallmark Cards, Inc.
H&R Block, Inc.
Hewlett-Packard Company
The Home Depot, Inc.
IBM Corporation
The J.M. Smucker Company
Johnson & Johnson
Kellogg Company
Kraft Foods, Inc.
Liberty Mutual Group
Lowe's Companies, Inc.
Masterfoods USA
McCormick & Company, Inc.
McDonald's Corporation
Merk & Co., Inc.
Nestlé USA
Novartis Consumer Health, Inc.
PepsiCo, Inc.
Pfizer, Inc.
The Procter & Gamble Company
Schering-Plough Corporation
Sears, Roebuck and Co.
State Farm Insurance Companies
Tyson Foods, Inc.
Unilever United States, Inc.
Verizon Communications
Wal-Mart Stores, Inc.
Washington Mutual, Inc.
Wendy's International, Inc.



[illegible]



H

is for
highly entertaining



Hallmark Channel delivers more high-quality original movies than any other network. Available in nearly 80 million homes, this year we offer 24 original movies and hit box office films from major studios. Hallmark Channel lets your brand star in cable's most engaging environment. Hallmark Channel. Positively Engaging.

Hallmark Channel



Hallmark
Channel

The Value of a Top 10 Network

From one of the most trusted brands, **Hallmark Channel** delivers a diverse slate of extraordinary original movies and award-winning entertainment to a national audience of over 80 million subscribers.

With a mix of original programs, movies and miniseries, **Hallmark Channel** offers a line-up that is compelling and contemporary. The network is committed to high-quality entertainment characterized by cinematic excellence and strong stories that are relevant to viewers and their lives.

Hallmark Channel consistently ranks among the Top 10 ad-supported cable networks in Prime Time and Total Day household ratings and is the nation's leading network in providing quality family programming.



Original Programming

The leader in Original Movie production brings you 19 Original Movies and 3 Mini-series in 2007. Connect with these upcoming premieres:

Pandemic
Saturday, May 26th

Starring: Tiffani Thiessen,
French Stewart and Faye Dunaway

Avenging Angel
Saturday, July 7th

Starring: Kevin Sorbo

Son of the Dragon
Saturday, September 1st

Starring: David Carradine,
Rupert Graves and Desiree Siahann

Marco Polo
Saturday, June 2nd

Starring: Brian Dennehy,
Ian Somerhalder and B.D. Wong

Claire
Saturday, August 4th

Starring: Valerie Bertinelli

Love's Unfolding Dream
Saturday, November 24th

Starring: Scout Taylor Compton,
Patrick Levis and Nancy Linehan

You've Got a Friend
Saturday, June 9th

Starring: John Schneider,
Kate Connor and Dylan McLaughlin

**Murder 101: If Wishes
Were Horses**
Saturday, August 11th

Starring: Dick Van Dyke
and Barry Van Dyke

A Grandpa for Christmas
Saturday, December 1st

Starring: Ernest Borgnine,
Jamie Farr and Katherine Helmond

All titles and air dates are subject to change

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Acquired Programming

This brilliant collection of contemporary movies complements Hallmark Channel's powerful programming line-up of Original Movies and enduring series.

Phantom of the Opera Saturday, June 23rd

Starring: Gerard Butler,
Emmy Rossum and Minnie Driver

U.S. Marshals Coming in August

Starring: Tommy Lee Jones,
Wesley Snipes and Robert Downey Jr.

City of Angels Coming in September

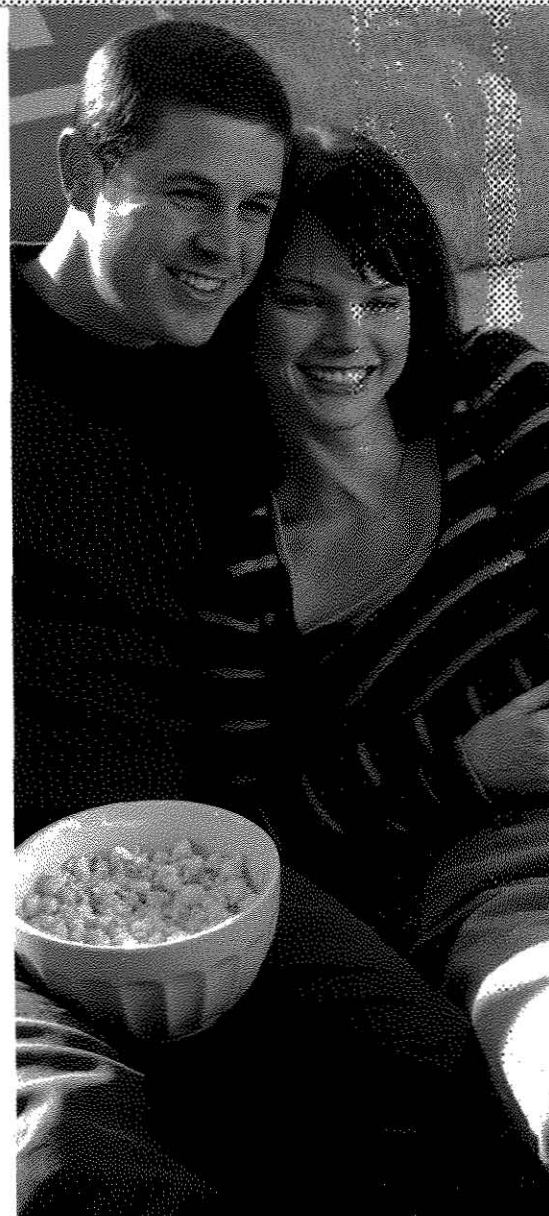
Starring: Nicholas Cage,
Meg Ryan and Andre Braugher

Kangaroo Jack Coming in Q3

Starring: Jerry O'Connell,
Anthony Anderson and Estella Warren

The Hallmark Channel Movie Block

An entertaining, family-friendly
movie experience every night



All titles and air dates are subject to change

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Enduring Series

Timeless, quality series viewers love.

M*A*S*H

Starring: Alan Alda,
Mike Farrell and Loretta Swit

Walker, Texas Ranger

Starring: Chuck Norris,
Sheree J. Wilson and
Clarence Gilyard, Jr.

Little House on the Prairie

Starring: Michael Landon,
Melissa Sue Anderson and
Melissa Gilbert

Prime Time Schedule

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00 PM	Walker, Texas Ranger	Walker, Texas Ranger	Walker, Texas Ranger	Walker, Texas Ranger	Walker, Texas Ranger	Hallmark Movie	Hallmark Movie
8:30 PM							
9:00 PM	Hallmark Movie	Hallmark Movie	Hallmark Movie	Hallmark Movie	Hallmark Movie	Hallmark Movie	Hallmark Movie
9:30 PM							
10:00 PM							
10:30 PM							

The Power of a Top 10 Network

Hallmark Channel consistently ranks among the Top 10 ad-supported cable networks in Prime Time and Total Day household ratings.

Total Day

Rank	Network	HHRTg	Launched
1	NICK/NAN	1.6	1979
2	USA	1.1	1977
3	TNT	1.0	1976
3	TOON/ADSM	1.0	1998
5	TBSC	0.8	1976
5	LIF	0.8	1984
5	FOXNC	0.8	1996
8	HALL	0.7	2001
8	AEN	0.7	1984
8	COURT	0.7	1991

Prime Time

Rank	Network	HHRTg	Launched
1	USA	2.1	1977
2	NICK/NAN	1.6	1979
2	TNT	1.6	1976
4	FOXNC	1.4	1996
5	TBSC	1.3	1976
6	HALL	1.2	2001
6	TOON/ADSM	1.2	1998
6	AEN	1.2	1984
6	LIF	1.2	1984
10	COURT	1.1	1991

2007/2008 Partnership Opportunities

Holiday

November – December 2007

Don't miss the opportunity to attach your business to the brand synonymous with Holiday. Every day, **Hallmark Channel** provides your customers with entertaining stories that are relevant to their lives. Each Holiday season, millions more turn to **Hallmark Channel**, because they know **Hallmark Channel** means quality during this family time.

Valentine's Day

January – February 2008

You'll fall in love with this powerful promotion. Deliver your message and drive your revenue with a fully-integrated on-air, in-store and online promotion with customizable tactics to help you maximize RGUs.

Mother's Day

April – May 2008

Make Mother's Day matter. Last year consumers spent more than \$12.9 billion on Mother's Day gifts, with 85.4% of all consumers buying a greeting card. **Hallmark Channel's** Mother's Day Promotion puts your revenue-generating message where they'll be making these purchases.

Watch With Me Evergreen



Hallmark Channel and **Hallmark Movie Channel** are launching a new public affairs initiative that comes from the very heart of the Hallmark Brand. Under the umbrella name, *Watch with Me*, the campaign will stimulate family co-viewing and help people spend more time where it matters most – together.

Connect with the Hallmark Family of Brands



Hallmark Channel designs engaging consumer promotions in 4,000 participating local Hallmark Gold Crown® stores directly reaching Hallmark Brand loyalists.

Hallmark Gold Crown stores represent excellence in specialty retailing through the broadest selection of Hallmark-branded and other social expression products in today's retail marketplace.



Hallmark Channel offers your customers a special discount at Hallmark.com.

Features of Hallmark.com include:

- Great ideas and gifts for celebrating a variety of occasions, such as holidays, birthdays, weddings and new babies.
- The ability to purchase paper cards, with the option to have the card mailed with a personal message.



Hallmark Magazine is published 10 times a year and may also publish occasional extra issues. It is a company that believes the essence of its brand is 'enriching lives' is bound to bring a fresh perspective to articles about food and home, decorating and entertaining, relationships and self. Most women's lifestyle magazines talk about 'how to.' Hallmark reminds us 'why to.'



HALLMARK
BUSINESS
EXPRESSIONS®

Hallmark Channel can introduce you to Hallmark Business Expressions®.

Hallmark Business Expressions, a division of Hallmark, is a relationship media company that provides greeting cards, gifts and authentic personalization capabilities that help companies build stronger, more profitable relations that add value to their business.



Hallmark Channel is proud to present the opportunity to offer your customers a special discount off any flowers purchased from Hallmark Flowers & Gifts.

You may use the discount code on a variety of marketing tactics, including:

- Direct mail
- Customer emails
- Billstuffers
- Internal staff incentives
- Webtools
- Etc.



A black and white photograph of three young women sitting together, smiling and eating popcorn from a large glass bowl. The woman on the right is reaching into the bowl with her hand. The woman in the middle is looking towards the camera, and the woman on the left is partially visible, also smiling. The scene is brightly lit, creating a warm and inviting atmosphere.

Hallmark
Movie
Channel

The Network Operators want to Launch

Hallmark Movie Channel is dedicated to offering viewers a timeless collection of movies appropriate for audiences of all ages and is one of the fastest growing ad-supported cable networks.

Hallmark Movie Channel is the exclusive cable/satellite home of the prestigious Hallmark Hall of Fame Collection of movies and also showcases popular acquired programming.

Hallmark Movie Channel is from a television legacy that represents a trustworthy movie experience viewers expect from **Hallmark** and is the #2 emerging network operators want to launch in 2007.



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The Hallmark Hall of Fame Collection

Hallmark Movie Channel brings viewers a unique collection of the famed television series that has produced 79 Emmys®, billions of viewers and a brand linked with quality.

Decoration Day

Starring: James Garner,
Judith Ivey and Lawrence Fishburne

Resting Place

Starring: Morgan Freeman,
John Lithgow and Richard Bradford

The Boys Next Door

Starring: Nathan Lane,
Mare Winningham
and Robert Sean Leonard

Foxfire

Starring: Jessica Tandy,
Hume Cronyn and John Denver

The Room Upstairs

Starring: Sarah Jessica Parker,
Stockard Channing and Sam Waterston

Journey

Starring: Jason Robards,
Eliza Dushku and Brenda Fricker



Top Rated, Award-Winning Movies

Hallmark Movie Channel airs 30 unique movies per month, including these upcoming titles:

Summer's End

Starring: James Earl Jones,
Wendy Crewson and Jake LeDoux

Muppet Treasure Island

Starring: Steve Witmire (Kermit),
Frank Oz (Miss Piggy),
and Dave Goetz (Gonzo)

My Louisiana Sky

Starring: Juliette Lewis,
Kelsey Keel and Shirley Knight

Prime Time Schedule

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00 PM	HMC Prime Movie	HMC Prime Movie	HMC Prime Movie	HMC Prime Movie	Hallmark Hall of Fame Collection	HMC Prime Movie	HMC Prime Movie
8:30 PM							
9:00 PM							
9:30 PM							
10:00 PM	HMC Movie	HMC Movie	HMC Movie	HMC Movie	HMC Movie	HMC Movie	HMC Movie
10:30 PM							
11:00 PM							
11:30 PM							

Launch a Leader

Hallmark Movie Channel ranks #2 among emerging networks non-affiliates want to launch by year-end 2007. Grow your business with a Top 3 channel among non-subscribers.

#1 among females.

#1 among females age 18-49.

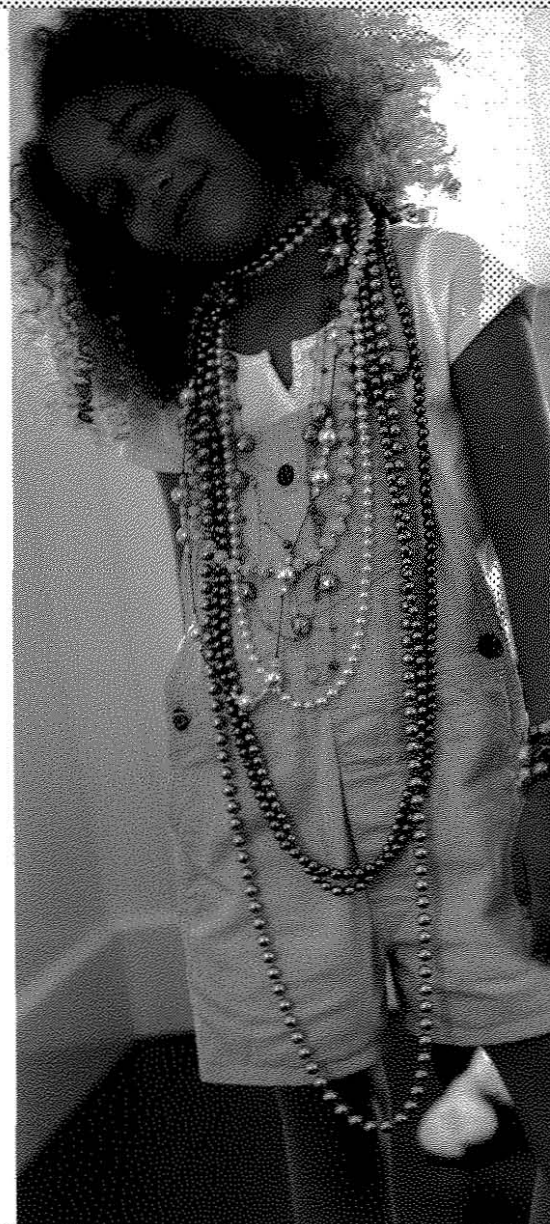
#2 among total cable.

#2 among HH with children (11 and under).

#2 among former cable subscribers.

#2 among prospects for cable TV.

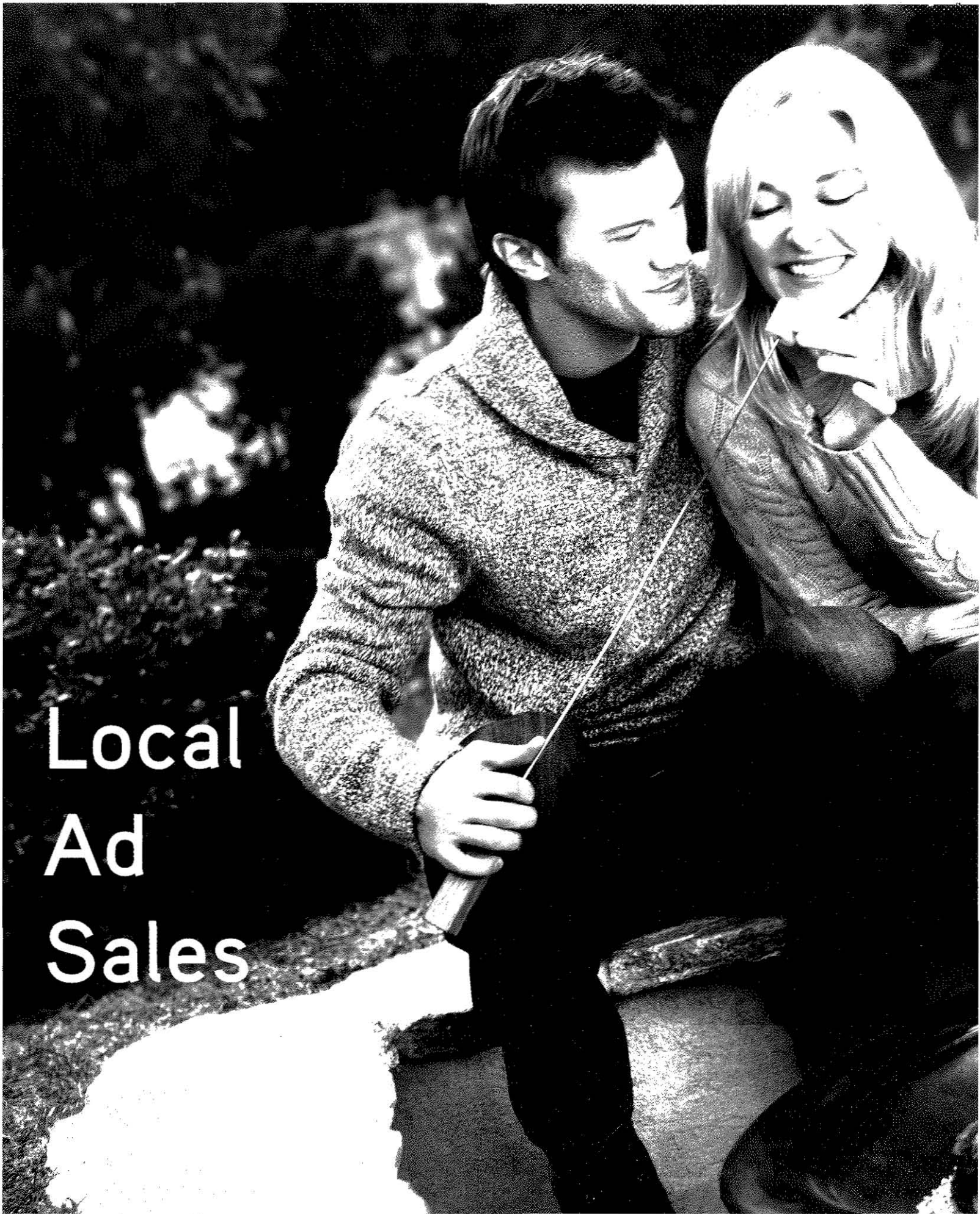
#3 among DBS subscribers.



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Local
Ad
Sales

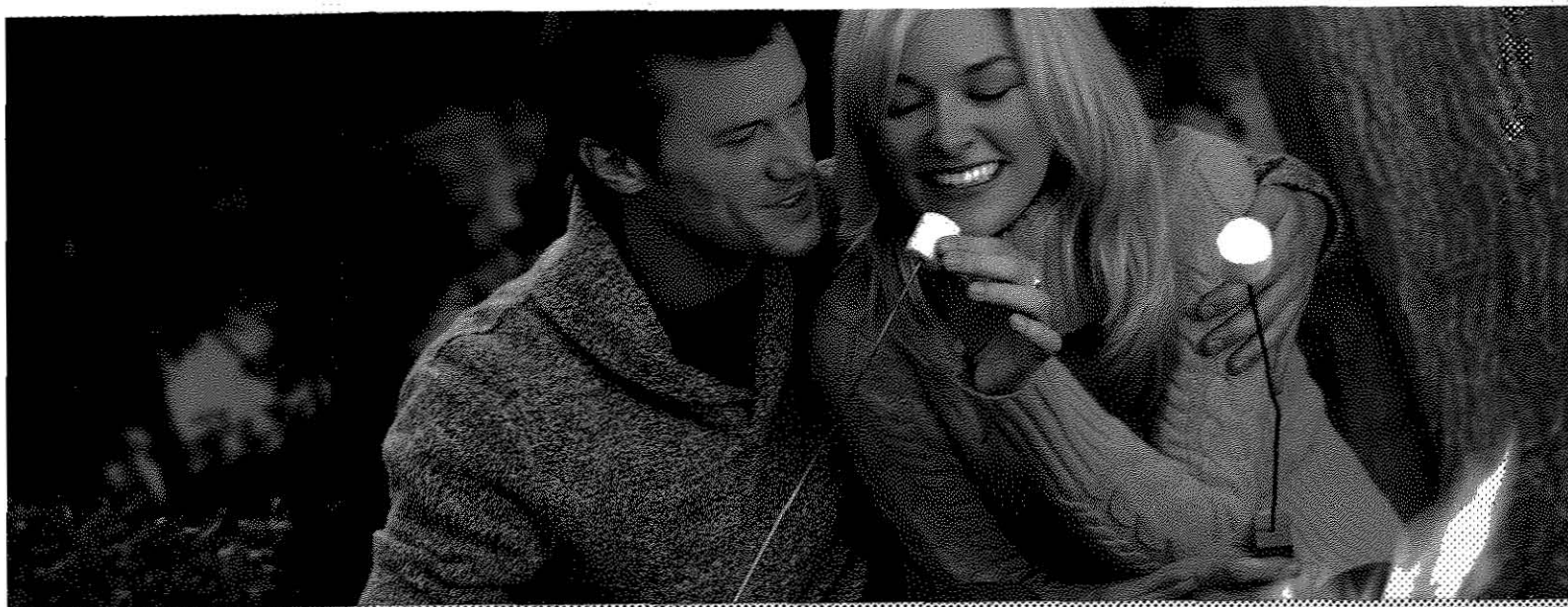


Delivering Business Solutions

Two channels. One leading brand. Unlimited opportunity.

From one of the most trusted brands, **Hallmark Channel** delivers extraordinary original movies and award-winning entertainment. For a sixth straight year, **Hallmark Channel** ranks among Top 3 broadcast and cable networks for advertising effectiveness and ranks #1 for length-of-tune in Prime Time.

Hallmark Movie Channel is packed with top-rated, award-winning entertainment that meets the demands of viewers who are looking for a trustworthy movie experience to enjoy with their whole family.



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**Hallmark**
CHANNEL

**Hallmark**
MOVIE CHANNEL

The Environment Viewers Embrace

Value to Advertisers

- #1 Prime Time length-of-tune.
- #1 audience retention.
- #3 for advertising effectiveness.

Prime Time Ratings

- #6 Prime Time HH rating (1.2).
- Delivered 887,000 Households.
- #9 Prime Time W25-54 (0.5).

Demographics

Age

18-34	13.7%
35-54	36.3%

Gender

Women	65.3%
Men	34.7%

HH Income

\$50-74K	20.0%
\$75K+	28.6%

Home Ownership Children

Own	78.0%	One or more	27.3%
Rent	19.9%	One - three	24.5%

Education

Graduated college	19.9%
Attended college	25.7%



Local Time

Avails

2 minutes per hour; 24 hours a day.

Varies by program. Breaks occur inside programs.

Advertising Categories

Packaged Goods	Pharmaceuticals
Automotive	Retail
Theatrical	Restaurant
Banking	Consumer Electronics



2007 Promotion Opportunities

The Phantom of the Opera

Promotion flight: June 17-23

Leverage the basic cable premiere of this Academy Award® and Golden Globe® nominated feature. Each participating market receives a 4-day/3-night trip to Paris.

Holiday

Promotion flight: November-December

Don't miss the opportunity to attach your clients to the brand synonymous with Holiday. Connect with a promotion designed around Hallmark Channel's most successful time of the year.



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New Media Solutions

Introducing the new insidehallmarkchannel.com

New interactive video, real time press releases and simple navigation make insidehallmarkchannel.com a premiere destination for marketers.

Visit our site today and download cross-channel spots and all the tools you'll need to leverage **Hallmark Channel** and **Hallmark Movie Channel** in your local market.



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**Hallmark**
CHANNEL

**Hallmark**
MOVIE CHANNEL

Hallmarkchannel.com

featuring 'Tell Us Your Story'

Hallmarkchannel.com is the destination to learn more about your favorite programs.

'Tell Us Your Story'

Do you have a great story to share? We take the best stories submitted and bring them to life as a 30-second spot for our millions of viewers and website visitors.



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